

Message Text

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E.O. 11652: N/A

TARGS: BBSR, PA

SUBJECT: WTDR - C.I.M.A.S.A.

1. ADDRESS: CASILLA POSTAL 968, CALLE INDEPENDENCIA NACIONAL 1169, ASUNCION, PARAGUAYR. CABLE: CIMASA, ASUNCION. TELEX: 917PY PARA CIMASA. PHONE: 48241. OFFICER: DR. JULIO C. ALFONSI, DIRECTOR-GENERAL MANAGER.

2. MEDIUM SIZED FIRM ESTABLISHED 1973. EMPLOYS 20: 3 IN SALES. ACTS AS IMPORTER, AGENT AND DISTRIBUTOR OF CONSTRUCTION, MINING AND AGRICULTURAL EQUIPMENT. OPERATIONS INCLUDE SERVICING OF LINES SOLD.

3. FINANCIAL REFERENCES: BANK OF LONDON AND SOUTH AMERICA LTD., CASILLA 696; BANCRO NACIONAL DE FOMENTO, CALLE INDEPENDENCIA NACIONAL Y 25 DE MAYO; BOTH OF ASUNCION, PARAGUAY. TRADE REFERENCES: J.I. CASE CO., INTERNATIONAL DIVISION, 700 STATE STREET, RACINE, WISCONSIN 53404.

4. MAJOR FIRM REPRESENTED: J.I. CASE CO., AGRICULTURAL AND CONSTRUCTION EQUIPMENT, SINCE 1973; J. I. CASE DO BRASIL COMERCIAL E INDUSTRIAL LIMITADO, VIA ANCHIETA, KM. 22, SAO BERNARDO DO CAMPO, SAO PAULO, SP, BRASIL, AGRICULTURAL AND CONSTRUCTION EQUIPMENT, SINCE 1973; UNCLASSIFIED

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CIA. SANTA MATILDE INDUSTRIAL Y COMERCIAL S.A., RUA

BUENOS AIRES 100, RIO DE JANEIRO, GB, BRASIL,
AGRICULTURAL AND CONSTRUCTION EQUIPMENT, SINCE 1973;
DAVID BROWN LIMITED, MELTHAM, HUDDERSFIELD, ENGLAND
HD7 3AR, AGRICULTURAL TRACTORS, SINCE 1973; WABCO
BRASIL EQUIPAMENTOS LTDA., KM. 106, VIA ANHANGUERA,
SUMARE, SP, CP 1194 (CAMPINAS), BRASIL, CONSTRUCTION
AND MINING EQUIPMENT, SINCE 1974.

5. CIMASA, AS SUBJECT FIRM IS LOCALLY KNOWN, IS
FAMILY-TYPE CORPORATION CONTROLLED AND MANAGED BY
JULIO C. ALFONSI. DR. ALFONSI IS A PARAGUAYAN LAWYER.
HOWEVER HE IS MORE INCLINED TO BUSINESS PURSUITS AND
WAS ALREADY MANAGING SALES OF CASE AGRICULTURAL AND
CONSTRUCTION EQUIPMENT IN PARAGUAY IN THE EARLY 70'S
WHILE CASE WAS REPRESENTED BY ANOTHER LOCAL FIRM.
BACKED BY HIS FAMILY, WHICH CONTROLS A LEADING LOCAL
IMPORT COMPANY, ALFONSI FOUNDED CIMASA AND SINCE
THAT TIME HIS FIRM HAS BEEN MAKING GRADUAL BUT STEADY
PROGRESS. ALFONSI IS A YOUNG, AGGRESSIVE AND
PERSONABLE BUSINESSMAN WHO HAS ALREADY GAINED A
GOOD REPUTATION AS A RELIABLE AND ACTIVE AGENT.
CIMASA OPERATES FROM ADEQUATE PREMISES, OWNED BY
THE ALFONSI'S, LOCATED IN THE CENTE OF ASUNCION.
CIMASA ALSO OWNS ITS OWN WAREHOUSING FACILITIES.
THE FIRM INTENDS TO CONCENTRATE IN CONSTRUCTION,
AGRICULTURAL AND MINING EQUIPMENT; HAS A GOOD CREDIT
AND BUSINESS RECORD; AND ADVERTIZES REGULARLY. ALL
INDICATIONS ARE THAT THE FIRM WILL CONTINUE TO BE
SUCCESSFUL.

6. DECEMBER 1974.
BRIGGS

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